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The Tourism Monographs
N° 6, June 1996

Ottawa's Travel Markets - 1994

Ontario

INTRODUCTION

The information contained in this report was extracted from the micro data files of the Canadian Travel Survey (CTS) and International Travel Survey (ITS) by Research Resolutions on behalf of the Ministry of Economic Development, Trade and Tourism.

Co-sponsored by all provinces and the Federal government, the CTS is conducted by Statistics Canada during even number years as a supplement to the Labour Force Survey. The CTS telephone survey captures the incidence and detail of travel by Ontarians and other Canadians in Ontario and in other parts of Canada.

In 1994, 117,845 households across Canada were surveyed about their travel on a monthly basis over the twelve calendar months. Approximately, 2,350 households from Ontario were interviewed each month bringing the total annual Ontario residents' sample to 28,421 households.

The 1994 CTS data are not directly comparable to those of 1992, since Statistics Canada moved from a three month panel approach in 1992 to independent monthly samples in 1994. The latter method is believed to be more accurate as it does not suffer from respondent fatigue.

The data contained in this report differ from those reported in the Touriscope or supplied electronically by Statistics Canada in the following ways:

1. All overnight trips, regardless of the distance travelled, and same-day trips with a minimum one-way distance from the respondent's home of at least 40 kms are included in the tabulations of this report.

2. Expenditures for all trips cited above are included in this report's final expenditure estimates.

3. Trips with a main destination in Ontario, but no nights in the province have been treated as "same-day" trips for Ontario.

The primary unit of analysis in this report is a Person Trip/Visit or Household/Party Trip. A Trip is defined as travel from one's permanent residence for any purpose, with the exception of: travel as a member of an operating crew of a bus, truck, plane, etc.; commuting to work or school; or moving to a new residence. The Trip must also meet the following one-way distance criteria:

Place of Residence		
Length of Stay	**Ontario**	**All Other Provinces**
Same Day	40 kms one-way	80 kms one-way
Overnight	No minimum distance	No minimum distance

The ITS is conducted by Statistics Canada every year with the help of Canada Customs and Immigration authorities that essentially conduct a census of border crossings and distribute the questionnaires to individual travellers. The questionnaires are self-completed by the travellers and mailed back to Statistics Canada.

The ITS statistics presented in this report are based on the census of U.S. and overseas visitors as far as the number of travellers, their origin and the mode of transport is concerned. Most of the remaining trip characteristics for the Province of Ontario were obtained from 15,230 completed questionnaires by US residents (out of 31,739 questionnaires that US visitors to Canada completed in 1994) and 5,845 by overseas travellers (out of 13,932 they completed throughout Canada). The overall response rate across Canada was 7% for U.S. residents and 4% for overseas residents.

The data contained in this report differ from those reported in the Touriscope, or supplied electronically by Statistics Canada, primarily due to the following:

1. Since the ITS long questionnaire does not contain a question on visitor destination, Ontario created a main destination variable according to the number of nights a visitor stays in Ontario/Canada.

2. Statistics Canada does not allocate Canadian carrier fares to the provinces. Ontario does so based on the mode of transport and the port of entry/exit.

3. Ontario does a number of imputations for missing values.

4. Statistics Canada allocates expenditures to the provinces based on the number of nights a visitor spends in each place. Ontario distinguishes between accommodation expenditures and other expenditures. The former are distributed according to the number of nights a visitor spends in various places and according to whether or not commercial accommodation was used in each overnight stop.

For more details on how Ontario manipulates the data base, please write to the address below to obtain the technical appendix.

To aid the reader, a glossary of terms used throughout this report is appended. For more information on this publication please contact:

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AN OVERVIEW OF OTTAWA'S TOURISM MARKETS - 1994

A. Domestic Travel to Ottawa

In 1994, 82 million person trips taken by Canadians were either destined to Ontario or spent some nights in the province on their way to other places in Canada, the USA, or overseas. Of those, 81 million person trips had a destination in Ontario, of which 7% (5.7 million) had Ottawa as their main destination.

Ottawa received 5.6% of trips which originated in Ontario and took the visitor at least 40 km one-way away from home, and was the main destination for 31.6% of travellers who visited Ontario from other Canadian provinces.

The automobile was the primary mode of transport for trips with an Ottawa destination (94.5%), primarily because this is the main mode of transportation used by Ontario residents to travel around the province. The prominence of the automobile declined among the travellers from other Canadian provinces (81.4%), while the proportion of other Canadians using airplanes increased five-fold (12.3%).

Ontario residents were the primary source of domestic travel in Ottawa. Of all domestic person trips to Ottawa, 76.4% originated within the province and 23.6% in the rest of Canada. However, Ontario's prominence as a source of domestic travel for Ottawa declined somewhat in the overnight market segment. Of trips that originated in Ontario and were destined for Ottawa, 29% were overnight trips and 71% began and ended on the same day; compared to visitors from other provinces where 55% of all trips were overnight trips while 45% ended on the same day. Most of the same day visitors to Ottawa from other provinces came from Quebec.

Travel in Ottawa was relatively unchanged throughout the year, with summer (28.0%) and winter (25.3%) being slightly stronger than the other seasons (spring, 23.8%; autumn, 22.9%).

Most of the domestic person trips with an Ottawa destination were motivated by an interest in visiting their friends or relatives (VFR, 35.2%). Pleasure trips accounted for 28.7%, business trips for 22.3% and trips that were motivated by personal reasons accounted for 13.9%.

Ontario residents generated 85.5% of all pleasure trips, 75.1% of all VFR trips and 50.3% of all business trips to Ottawa. As chart 1 below illustrates, Ontario's prominence as a source of person trips declined in the overnight business market.

Chart 1: Ottawa Destination
Percent of Overnight Trips Generated By Various Origin Groups

	Main Purpose of Trip			
Origin	Pleasure	Business	VFR	Personal
Total Canada	25%	19%	44%	12%
Ontario	68%	35%	88%	74%
Other Canada	32%	65%	12%	26%

Overall, a typical domestic visitor that had an Ottawa destination stayed 0.99 night, travelled 262 kms one-way away from home and did so in groups that had an average household party size of 1.52 persons. On the other hand, the typical overnight visitor stayed 2.82 nights, travelled 522 kms one-way away from home and did so in groups that had an average party size of 1.43 persons.

Among Ontario residents, typical visitors to Ottawa stayed 0.74 night, travelled 177 kms one-way away from home and did so in groups that had an average household party size of 1.58 persons; while the typical overnight visitor stayed for 2.58 nights, travelled 361 kms one-way away from home and did so in groups that had an average party size of 1.46 persons.

For residents from other Canadian provinces, typical visitors stayed for 1.79 nights, travelled 536 kms one-way away from home and did so in groups that had an average household party size of 1.35 persons. These averages were less than overnight visitors who typically stayed for 3.27 nights, travelled 795 kms one-way away from home and did so in groups that had an average party size of 1.38 persons.

The majority of same-day domestic visitors to Ottawa came from within the Ottawa-Hull area (24.0%), with Montreal ranking second (10.0%). In the overnight market, Montreal (19.6%), Toronto (16.9%) and Ottawa-Hull (11.1%) generated the largest number of visitors to Ottawa, as far as specific cities are concerned. Montreal (33.8%) and Toronto (15.3%) accounted for the largest share of the overnight business travel market.

Of the total domestic travelling households that had Ottawa as their destination, 86.3% were comprised of adults only. Almost 756,000 children under the age of 15 accompanied adults in the remaining 13% of household trips to Ottawa. Visitors from Ontario had a high proportion of adults only households (86.4%), while for similar households travelling from the rest of Canada this proportion was slightly higher (91.1%).

Of households travelling to Ottawa, 35.6% had a household income of over $60,000. Almost a half (45.4%) had an age between 25 to 44, and 28.7% between 45 to 64. Travellers to Ottawa were well-educated with 55.3% possessing at least a post-secondary diploma/certificate or a university degree. About a quarter of the visitors (24.7%) from outside Ontario had at least a university degree.

The homes of friends and/or relatives accounted for 59.9% of the domestic household nights spent in Ottawa, followed by Hotels (25.5%), Motels (3.7%), Multiple Mixed Commercial and Non-commercial (2.5%), Camping/Trailers (1.5%) and private cottages/vacation homes (0.6%). Just under one-third (31.3%) of all domestic overnight trips that had Ottawa as a destination used some form of commercial accommodation during their trip.

The most popular activities that domestic visitors to Ottawa engaged in while on their trip were: visiting friends and relatives (47.9%), shopping (36.3%), sightseeing (15.8%) and dining at high quality restaurants (9.9%). It is noted that compared to Ontario residents, non-Ontario residents had significantly higher participation rates in many activities. For example (non-Ontario residents first), sightseeing (24.4% vs. 13.2%), visiting friends and relatives (58.9% vs. 44.5%), dining at high quality restaurants (18.6% vs. 7.2%) and visiting zoos, museums or natural displays (14.9% vs. 5.8%).

Canadian residents engaging in tourism activity spent a total of $805 million in Ottawa. Of this, $626 million (77.8%) was spent by residents of Ontario, and $179 million (22.2%) by residents from the rest of Canada. $368 million (45.7% of total spending) was spent by Ottawans while travelling to destinations outside of Ottawa.

On average, visitors who had Ottawa as a destination (i.e. it excludes Ottawans destined to regions outside Ottawa) spent $34 on a same day visit to the city, while overnight visitors spent $158.

When compared to the average expenditure of domestic tourists in Ontario, a same-day visitor spent less in Ottawa ($34 in Ottawa vs. $60 in Ontario), and overnight visitors spent more than the provincial average ($158 in Ottawa vs. $105 in Ontario).

Of the total domestic expenditures incurred in Ottawa ($805 million), 41.5% went to public transportation (most of which was spent by Ottawans for vacations outside Ottawa), 12% to private transportation (2% - vehicle rental, 10% - garages and gasoline stations), 19% to food and beverage services (15.5% - restaurants and bars, 3.5% - grocery stores), 11% to clothing and other retail stores, 12% to accommodation establishments, 3% to firms engaged in entertainment and recreation, and 1% to local transportation.

When the public transportation expenditures of Ottawans travelling to destinations outside Ottawa are removed, the share of public transportation falls from 23% to zero and the share of restaurants & bars increases from 19% to 35%, and of accommodation establishments from 12% to 23%, making these sub-sectors the two largest recipients of in-bound tourists' expenditures.

Ontario residents spent on average $77 (per visitor) when visiting Ottawa, which is substantially less than non-Ontario residents, who spent $134 (per visitor). It should be noted that expenditures on public transportation for trips originating outside Ontario do not accrue to the province and as such the above figures do not represent average trip costs, but rather average spending accrued to Ottawa.

Among same-day travellers, an Ontario resident spent $36, while a non-Ontario resident $21 visiting Ottawa. For overnight travellers in Ottawa, Ontario residents spent on average $117, while a visitor from the other Canadian provinces spent $226.

Chart 2: Trips With An Ottawa Destination: Average Spending Per Visitor By Origin, Main Purpose & Length of Stay

Main Purpose	Origin of Visitors: Total Canada	Ontario	Other Canada
Pleasure			
Same Day	$46	$47	$28
Overnight	$142	$131	$165
VFR			
Same Day	$15	$14	$18
Overnight	$89	$93	$79
Business			
Same Day	$48	$62	$26
Overnight	$386	$286	$454
Personal			
Same Day	$24	$27	$n/a*
Overnight	$90	$66	$158

* - number of visitors to small to estimate average expenditure

For all origin groups, the most lucrative market segment, in terms of average expenditure, was the overnight business traveller, followed by the overnight pleasure traveller.

Overall, the further the distance travelled, the higher the visitors' expenditures. This is primarily due to the longer length of stay and the higher incidence of commercial accommodation usage by long-haul travellers (see Chart 3 below).

Chart 3: Trips With An Ottawa Destination: Incidence of Accommodation Usage, Length of Stay & Distance Travelled by Origin of Visitors

Origin of Visitors	Average Length of Stay (nights)	% of Visitors Staying in Commercial Accommod.	Average Distance Travelled (kms)
Total Canada	0.99	31.3%	262
Ontario	0.74	26.5%	177
Other Canada	1.79	39.6%	536

B. U.S.A. Travel to Ottawa

During 1994, a total of 34.8 million Americans visited Canada and of these, 12.5 million stayed overnight. The latter figure accounts for 25.8% of the total U.S. international travel[1].

Of the 34.8 million American visitors to Canada, 68% or 23.7 million, visited Ontario. Of the latter, just under half a million (494,000) visited Ottawa. Of the Americans visiting Ottawa, 21% (104,000) were same-day visitors, with the balance staying overnight (390,000).

New York generated the largest share of total visitation to Ottawa (38.9%), followed by Michigan (8.1%) and Pennsylvania (4.0%). New York State also generated the majority of same day travel to Ottawa (69.2%).

A typical American traveller visiting Ottawa stayed 1.97 nights and did so in groups that had an average travelling party size of 1.86 persons. On the other hand, the typical overnight visitor stayed for 2.50 nights and did so in groups that had an average party size of 1.77 persons.

The automobile was the dominant form of transportation used to visit Ottawa (62.8% of the visitors), while bus and boat accounted for 30.5% and 9.3%, respectively.

The highest incidence of travel was realized during the summer calendar quarter (40.1%), followed by spring (32.2%), autumn (15.8%) and winter (11.8%).

Pleasure was the main purpose of the trip for 57.1% of the travellers, with business/ conventions and visiting friends and relatives of equal importance (15.0%), followed by personal reasons (13.0%).

Hotels accounted for 63.4% of the total U.S. party-nights spent in the Ottawa, followed by the homes of friends and/or relatives (16.0%) and motels (9.1%). Commercial accommodation was used on almost five out of every six (82.1%) of the trips to the city.

Sightseeing was the most popular activity engaged in by U.S. visitors to Ottawa (79.3%), followed by shopping (68.5%). To some degree, the latter could be a function of the favourable exchange rate enjoyed by the American dollar. The next most popular activities were: dining at high quality restaurants (56.6%), visiting a national/provincial/municipal park or historic site (52.5%), visiting a zoo, museum or natural display (43.1%) and visiting friends or relatives (28.1%)[2].

Of the travelling parties that visited Ottawa, 84.6% were comprised of adults only. The incidence of adults travelling with children under the age of 15 was 15.4%. Most of the travelling parties visiting Ottawa had a party size of either one (62.7%) or two (24.3%) persons.

Of the American parties travelling to Ottawa, 29.3% were within the age group 25 to 44, and 35.4% between 45 to 64. Visitors over the age of 65 comprised 20.5% of all U.S. travellers visiting Ottawa.

Americans spent a total of $2,795 million in Ontario, of which 3.5% ($97.9 million) was spent in Ottawa. Spending on trips which had Ontario as the main destination totalled $97.7 million and on those with a Ottawa visit, but main destination outside Ontario, or no main destination in Canada, $0.2 million. Expenditures by same-day visitors accounted for 4.1% ($4.06 million) of total expenditure.

Of the total U.S. expenditure in Ottawa ($97.9 million), 40.4% was spent on accommodation, 26.5% on food and beverage services, 12.2% on retail purchases, 6.7% on recreation and entertainment, 5.3% on public transportation and 7.3% on auto transportation (gasoline, garage and rental).

Pleasure trips accounted for the highest proportion of total U.S. overnight spending in Ottawa (43.6%), followed by business/ convention (39.0%), visiting friends and/or relatives (11.9%) and other purposes (5.4%).

Those Americans visiting Ottawa for one day or less had an average expenditure of $37 per person visit, whereas those who stayed overnight spent $240 per person visit. The overall average (any length of stay) was $198 per person visit.

When compared to the average expenditures of U.S. tourists in Ontario, same-day ($37 in Ottawa vs. $46 in Ontario) and overnight visitors ($240 in Ottawa vs. $293 in Ontario) spent less in Ottawa than the provincial average.

Visitors were asked to rate various aspects of their stay in Canada relative to the United States. The largest proportion of travellers rated "value for money" as being better than back home. "Accommodation services", "variety of things to see and do", "hospitality of local people" and "transportation services" were rated as essentially the same as in the United States.

Chart 4: Rating of Various Services in Canada in Comparison to Home Country

Transportation Services	
Better	*27.1%*
Same	*68.8%*
Not as Good	*4.1%*
Accommodation Services	
Better	*13.3%*
Same	*83.7%*
Not as Good	*3.0%*
Hospitality of Local People	
Better	*39.1%*
Same	*57.8%*
Not as Good	*3.1%*
Value for Money	
Better	*43.5%*
Same	*32.3%*
Not as Good	*24.2%*
Variety of Things to See and Do	
Better	*19.6%*
Same	*77.9%*
Not as Good	*2.5%*

C. Overseas Travel to Ottawa

During 1994, a total of 3.792 million overseas residents visited Canada and of these, 3.429 million stayed overnight. The latter figure accounts for 90.4% of the total number of overseas residents travel to Canada[3].

Of the 3.292 million overseas visitors to Canada, 2.183 million visited Ontario. Of this total, 19.1% (416,000) visited Ottawa.

Of the total number of visitors to Ottawa, 3.2% stayed for one day and 96.8% stayed overnight. This ratio held for most overseas countries.

France generated the largest share of total overseas visitation to Ottawa (118,000 or 28.4%), followed by the United Kingdom (66,000 or 15.9%), Germany (32,000 or 7.7%) and Japan (23,000 or 5.5%).

The summer calendar quarter realized the highest incidence of overseas travel (50.5%) to Ottawa, followed by spring (31.3%), fall (12.7%) and winter (5.3%).

Pleasure was the main purpose of the trip to Ottawa for 54.8% of overseas travellers, followed by visiting friends and/or relatives (24.5%), business (17.5%) and all other purposes (3.1%).

Hotels accounted for the largest share of party-nights spent in Ottawa (59.1%), followed by homes of friends and relatives (21.8%), motels (7.5%) and all other types of accommodation (6.2%). Among overseas visitors, 71.6% of the party-nights in Ottawa were spent in commercial accommodation. In contrast to the American visitors, overseas travellers had a lower level of commercial accommodation usage (13% less).

Shopping was the most popular activity engaged in by visitors having the province as their main destination (86.4%), closely followed by sightseeing (85.4%), visiting a zoo, museum or natural display (62.1%), visiting either a provincial, national or municipal park or an historic site (61.9%), and dining at high quality restaurants (52.8%)[4]. Overseas visitors had a much higher inclination than Americans to gravitate towards the outdoors experience, along with static displays (i.e. zoos, museums, historical sites).

Of the overseas travelling parties that visited Ottawa, 91.1% were comprised of adults only. The incidence of adults travelling with children under the age of 15 was 8.9%.

Among overseas travellers who visited Ottawa, the preferred means of transportation was the automobile (66.4%), followed by the bus (43.8%), other means (22.0%) and air (18.5%).

Of parties travelling to Ottawa, 38.4% were within the age group 25 to 44, and 34.9% between 45 to 64. Visitors over the age of 65 comprised 9.5% of all overseas travellers visiting Ottawa.

Overseas visitors spent a total of $155.3 million in Ottawa. Spending on trips which had Ontario as their main destination totalled $153.8 million and on those with a main destination outside Ontario or no main destination in Canada, $1.5 million. Ottawa's share of overseas tourism spending in Ontario ($1,611 million) was 9.6%.

Overseas travellers who were on same day trips accounted for only 0.1% of the total spending, and those who stayed overnight, 99.9%.

Of total overseas expenditures ($155.3 million), the largest share (26.3%) was spent on accommodation, followed by retail purchases (22.2%), food and beverage services (18.5%), public transportation (15.8%), recreation and entertainment (7.8%) and auto transportation (gasoline, rental and repairs accounted for 7.7%).

Business trips captured the highest share of total overseas overnight spending (37.1%), while pleasure captured 33.9%, visiting friends and/or relatives 25.2% and all other purposes 3.8%.

Overseas travellers visiting Ottawa for one day or less had an average expenditure of $18 per person trip, whereas those who stayed overnight averaged $382. The overall average (any length of stay) was $373 per person visit.

When compared to the average expenditures of overseas tourists in Ontario, same-day ($18 in Ottawa vs. $226 in Ontario) and overnight visitors ($382 in Ottawa vs. $846 in Ontario) spent less in Ottawa than the provincial average.

The average length of stay of all overseas visitors to Ottawa was 4.01 nights. For those visitors who stayed overnight, the average length of stay was 4.14 nights.

Overnight business trips yielded the highest average expenditures ($802 per person trip). Of special interest is the average spending on VFR trips ($380), which was higher than that for pleasure trips ($228) for all countries. This was mainly due to the well above average length of stay of overnight VFR trips.

Visitors were asked to rate various aspects of their trip experience relative to that in their home countries. Visitors rated "hospitality of local people" and "value for money" as being better in Canada than back home.

Chart 5: Rating of Various Services in Canada in Comparison to Home Country

Transportation Services	
Better	*41.0%*
Same	*43.1%*
Not as Good	*15.9%*
Accommodation Services	
Better	*39.9%*
Same	*55.7%*
Not as Good	*4.4%*
Hospitality of Local People	
Better	*61.2%*
Same	*33.3%*
Not as Good	*5.5%*
Value for Money	
Better	*49.1%*
Same	*38.1%*
Not as Good	*12.8%*
Variety of Things to See and Do	
Better	*37.4%*
Same	*49.3%*
Not as Good	*13.3%*

GLOSSARY

ACCOMMODATION TYPE refers to the type(s) of accommodation used on the trip.

***Commercial* accommodation**: hotel, motel, bed & breakfast, resort/lodge, camping or trailer park, commercial cottage or cabin.

***Non-Commercial* accommodation**: home of friends or relatives, private cottage or vacation home.

***Other* accommodation** is a separate category in the CTS questionnaire, and includes dormitories, hostels, sleeping berths on trains and boats, etc. In many tabulations of the 1994 CTS, accommodation type "not stated" records have been combined with *other*.

Any commercial accommodation is a term used to capture accommodation type for data tabulated on a person trip base. Trips are assigned to specific types of accommodation according to details provided by the respondent. A trip that has hotel as the only form of accommodation is referred to as a "hotel only" trip. Similarly, a trip that has only motel nights listed is referred to as a "motel only" trip. Trips that have two or more forms of *commercial* accommodation listed are referred to as *multiple commercial*. *Any commercial* refers to trips on which a respondent reported utilising any form of commercial accommodation. The term includes all individual and multiple commercial accommodation types.

Multiple mixed (commercial and non-commercial) is used to describe trips that utilise both commercial and non-commercial accommodation.

Any non-commercial accommodation is analogous to *any commercial accommodation*, and is used for trips reporting staying with friends and relatives and/or in private cottage or vacation home (see above).

ACTIVITIES ON TRIP. For each trip, domestic respondents were asked to indicate whether they participated in any of fifteen activities (aided measure). If they indicated that they *participated in sports or outdoor activities* they were asked to volunteer the specific sports or outdoor activities (unaided measure). Coded categories for this unaided measure included swimming, other water-based activities, golfing, hunting, fishing, bird or wildlife viewing, cross country skiing, downhill skiing, snowmobiling, walking or hiking, cycling and other.

The international questionnaire is self-completed and has fewer activities than the domestic questionnaire.

The activity could have occurred at any location on the trip (destination, location of overnight stop, or en route) since activity data are not captured on a location-specific basis.

DESTINATION OF TRIP. The location – city/town and province (Canada) or city/state (USA) or country (other countries) – volunteered by the respondent as the *destination* of the trip. If multiple destinations are named (e.g., a touring trip), interviewers are instructed to record the location that is *furthest* from the respondent's home.

International visitors to Canada are asked to complete two types of questionnaires. A short version that is given only to the same day visitors from the US that enter Canada by car, and a long version that is given to other visitors. The short questionnaire asks for the destination of the trip, but not the long questionnaire. Ontario's tables indicate that a trip had the province as a destination only if the number of nights spent in Ontario is equal or greater to 50% + 1 night spent on the entire trip. For same day trips (other than those from the short form), if Ontario is the port of entry then it is also considered the destination of the trip.

EXPENDITURES ON TRIP. All dollars spent by all household members who went on the trip. For reasons of national accounting practices, most tabulations provided for the 1994 CTS exclude *public transport* expenditures spent on trips with a destination outside of Canada. Figures from the International Travel Study (ITS) are generally used to estimate public transport spending for trips that originate in Canada but are destined outside the country.

EXPENDITURES IN ONTARIO. Expenditures on the trip are assigned by Statistics Canada to provinces of origin, destination, and location of overnight stops according to pre-set rules. All dollars assigned to Ontario on the basis of these rules were re-assigned to municipalities, as either "origin" dollars or "destination" dollars, depending on how the dollars were assigned by Statistics Canada and whether the trip began and ended within the same municipality.

International expenditures are allocated to Ontario by MEDTT using rules similar to those applied in the domestic survey.

HOUSEHOLD TRIP. A single qualifying trip reported by the selected adult respondent in the household, regardless of the number of household members who went on the trip. Household members must be related. An "adult" is defined as an individual fifteen years of age or over

MODE OF TRANSPORT. In the CTS, it is the mode of transport used to travel the *greatest distance* on the trip. Only one mode of transport per trip is recorded.

The ITS records two types of transport used: a) to enter Canada and b) while in Canada. *Other* transport includes pedestrian, motorcycle and bicycle. Due to multiple responses on the mode of transport while in Canada (i.e. a respondent could have used multiple transportation modes), the numbers of the various modes used add up to more than 100%.

PARTY TRIP. A single qualifying trip reported by the selected adult respondent in the travelling party, regardless of the number of persons who went on the trip. Party members need not be related. An "adult" is defined as an individual fifteen years of age or over.

PERSON NIGHTS. Total person trips times the number of nights spent on the trip/in a specified location on the trip.

PERSON TRIPS. The reported qualifying trip times the total number of household members who went on the trip (all ages).

PERSON VISIT. A person making one visit to a municipality.

PURPOSE OF TRIP (MAIN). Under the ITS, the main reasons for the trip to Canada include the following categories:

Pleasure: includes vacation, visiting second home, attend events/attractions and shopping.
Business: includes attending a meeting, convention, commuting to work and other work.
Visiting Friends and Relatives: includes visiting friends and relatives.
Other: includes personal, in transit, educational study and other.

Since commuting to work and educational study are not part of the definition of a visitor according to the World Tourism Organisation, the tables of this report identify this group of visitors as *Excluded by WTO*.

QUALIFYING TRIP. In the CTS, a *qualifying trip* is defined as travel from the usual place of residence to a location any distance away from it, if an overnight trip; and at least 40 km (one-way) away, if a same-day trip, for any purpose other than as a member of an operating crew of a bus, plane, truck, etc.; commuting to work or school; and/or moving to a new residence. The minimum distance criterion of 40 km applies only to same-day trips that originate in Ontario. In all other provinces, the minimum distance for a same-day trip is 80 km.

RESPONDENT. For the CTS a randomly selected individual in the sampled household (from the Statistics Canada Labour Force Survey sampling frame) who is at least 15 years of age.

For the ITS, a randomly selected individual at the point of entry to Canada.

OTTAWA. Ottawa includes Census Division 06, which consists of the Ontario portion of the Ottawa-Hull Census Metropolitan Area, with the exception of Clarence township and the Town of Rockland.

SAMPLE SIZE. The data presented in this report are based on the following respondents:

SAMPLE SIZE FOR PERSON TRIPS/VISITS AND HOUSEHOLD/PARTY TRIPS FOR EACH TRAVEL GROUP TO OTTAWA	
ONTARIO	
Number of completed questionnaires with Ottawa as a visit	727
OTHER CANADA	
Number of completed questionnaires with Ottawa as a visit	331
U.S.A.	
Number of completed questionnaires with Ottawa as a visit	962
OVERSEAS	
Number of completed questionnaires with Ottawa as a visit	1,832

Endnotes

1 Source: World Tourism Organization.

2 Due to multiple response, sub-totals add to more than 100%. The average number of activities participated in during the trip was 3.

3 Source: World Tourism Organization.

4 Due to multiple responses, sub-totals do not add up to 100%.

Appendix I:

Detailed Tabulations

TABLE 1
PERSON TRIPS/VISITS TO OTTAWA (Census Division 06)
By Quarter, Main Purpose, Origin and Length of Stay
('000)

Year: 1994

	QUARTER I	QUARTER II	QUARTER III	QUARTER IV	TOTAL
TOTAL PERSON TRIPS	1,515	1,638	1,998	1,432	6,583
	23.0%	24.9%	30.3%	21.8%	100.0%
ORIGIN OF VISITORS					
Ontario	1,102	853	1,274	1,107	4,335
	72.7%	52.1%	63.8%	77.3%	65.9%
Other Canada	333	496	316	194	1,338
	22.0%	30.3%	15.8%	13.5%	20.3%
U.S.A.	58	159	198	78	494
	3.8%	9.7%	9.9%	5.5%	7.5%
Other Countries	22	130	210	53	416
	1.5%	7.9%	10.5%	3.7%	6.3%
MAIN PURPOSE OF TRIP					
Visit Friends & Relatives	338	487	638	522	1,985
	22.3%	29.7%	31.9%	36.5%	30.2%
Pleasure	481	587	904	463	2,435
	31.8%	35.8%	45.2%	32.3%	37.0%
Business/Convention	346	308	255	172	1,081
	22.8%	18.8%	12.8%	12.0%	16.4%
Personal/Not Stated	347	256	201	277	1,081
	22.9%	15.6%	10.1%	19.3%	16.4%
LENGTH OF STAY					
Same Day	990	859	1,111	852	3,812
	65.3%	52.5%	55.6%	59.5%	57.9%
Overnight	525	780	887	580	2,771
	34.7%	47.6%	44.4%	40.5%	42.1%

TABLE 2
PERSON TRIPS/VISITS TO OTTAWA (Census Division 06)
By Origin, Main Purpose, Length of Stay, and Party Size

Year: 1994

	Ontario		Other Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
MAIN PURPOSE OF TRIP										
Visit Friends & Relatives	1,358	31.3%	451	33.7%	74	15.0%	102	24.5%	1,985	30.2%
Pleasure	1,646	38.0%	279	20.8%	282	57.1%	228	54.8%	2,435	37.0%
Business/Convention	470	10.8%	464	34.7%	74	15.0%	73	17.5%	1,081	16.4%
Personal	861	19.9%	143	10.7%	64	13.0%	13	3.1%	1,081	16.4%
TOTAL	4,335	100.0%	1,338	100.0%	494	100.0%	416	100.0%	6,583	100.0%
LENGTH OF STAY										
Same Day	3,090	71.3%	604	45.1%	104	21.1%	14	3.2%	3,812	57.9%
1 Night	412	9.5%	267	20.0%	138	27.9%	163	39.2%	980	14.9%
2 Nights	434	10.0%	225	16.8%	136	27.6%	107	25.7%	902	13.7%
3 Nights	170	3.9%	59	4.4%	59	12.0%	31	7.5%	320	4.9%
4 Nights	85	2.0%	38	2.8%	19	3.8%	18	4.3%	160	2.4%
5 Nights	50	1.2%	50	3.7%	9	1.8%	16	3.7%	125	1.9%
6-9 Nights	80	1.8%	48	3.6%	20	4.1%	33	7.9%	181	2.7%
10-16 Nights	8	0.2%	34	2.5%	7	1.4%	19	4.6%	68	1.0%
17+ Nights	6	0.1%	13	1.0%	1	0.2%	15	3.7%	36	0.5%
TOTAL	4,335	100.0%	1,338	100.0%	494	100.0%	416	100.0%	6,583	100.0%
Average Length of Stay										
All Trips	0.74 Nights		1.79 Nights		1.97 Nights		4.01 Nights		1.23 Nights	
Overnight Trips	2.58 Nights		3.27 Nights		2.50 Nights		4.14 Nights		2.91 Nights	
PARTY SIZE (Household/Party Trips)*										
One	1,724	62.7%	717	72.6%	135	51.1%	100	44.9%	2,676	63.4%
Two	668	24.3%	220	22.3%	85	32.1%	86	38.7%	1,059	25.1%
Three	196	7.1%	22	2.2%	14	5.4%	15	6.9%	248	5.9%
Four	130	4.7%	27	2.7%	22	8.3%	14	6.1%	193	4.6%
Five+	32	1.2%	1	0.1%	8	3.2%	7	3.3%	49	1.2%
TOTAL	2,750	100.0%	987	100.0%	265	100.0%	222	100.0%	4,223	100.0%
Same-day	1,893	68.8%	458	46.4%	45	17.0%	7	3.2%	2,403	56.9%
Overnight	857	31.2%	529	53.6%	220	83.0%	215	96.8%	1,820	43.1%
TRAVEL PARTY COMPOSITION (Household/Party Trips)*										
Adults Only										
One	1,724	74.1%	717	79.7%	74	50.7%	73	43.7%	2,588	73.1%
Two	563	24.2%	177	19.6%	59	40.4%	73	43.7%	872	24.6%
Three	30	1.3%	6	0.6%	5	3.4%	10	6.0%	51	1.4%
Four+	9	0.4%	0	.	8	5.5%	11	6.6%	28	0.8%
TOTAL	2,327	100.0%	899	100.0%	146	100.0%	167	100.0%	3,539	100.0%
Same-day	1,569	67.4%	409	45.5%	8	5.5%	6	3.6%	1,992	56.3%
Overnight	758	32.6%	490	54.5%	138	94.5%	161	96.4%	1,547	43.7%
Adults with Children										
One + Children	154	36.2%	49	56.1%	3	13.7%	2	12.5%	207	37.9%
Two + Children	246	57.9%	36	41.2%	14	67.8%	9	61.1%	304	55.7%
Three + Children	25	5.8%	2	2.8%	4	18.5%	4	26.4%	35	6.4%
TOTAL	424	100.0%	87	100.0%	20	100.0%	14	100.0%	546	100.0%
Same-day	325	76.6%	49	56.6%	1	4.9%	0	2.1%	375	68.8%
Overnight	99	23.4%	38	43.4%	19	92.7%	14	93.1%	170	31.1%
Average Party Size										
All Trips	1.58 Visitors		1.35 Visitors		1.86 Visitors		1.87 Visitors		1.56 Visitors	
Same Day Trips	1.63 Visitors		1.32 Visitors		2.30 Visitors		1.61 Visitors		1.58 Visitors	
Overnight Trips	1.46 Visitors		1.38 Visitors		1.77 Visitors		1.88 Visitors		1.52 Visitors	

* **Overseas and U.S. visitors are surveyed on a travelling party basis, while domestic travellers are surveyed on a household basis.**

TABLE 3
PERSON TRIPS/VISITS TO OTTAWA (Census Division 06)
By Origin, Distance Travelled and Transportation Mode

Year: 1994

	Ontario		Other Canada		U.S.A.*		Other Countries*		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
DISTANCE TRAVELLED										
Under 40 kms	112	2.6%		-	N/A	-	N/A	-	112	2.0%
40-79 kms	1,948	44.9%	17	1.3%	N/A	-	N/A	-	1,965	34.6%
80-159 kms	981	22.6%	333	24.9%	N/A	-	N/A	-	1,314	23.2%
160-319 kms	387	8.9%	664	49.6%	N/A	-	N/A	-	1,051	18.5%
320+ kms	908	20.9%	324	24.2%	N/A	-	N/A	-	1,232	21.7%
Not Stated		-		-	N/A	-	N/A	-	0	-
TOTAL	4,335	100.0%	1,338	100.0%	0	-	0	-	5,673	100.0%
Average Distance Travelled										
All Trips	176.9 kms		536.0 kms		N/A kms		N/A kms		261.6 kms	
Same Day	102.7 kms		222.6 kms		N/A kms		N/A kms		122.3 kms	
Overnight	360.8 kms		794.7 kms		N/A kms		N/A kms		521.7 kms	
PRIMARY MODE OF TRANSPORTATION WHILE IN CANADA										
Auto	4,098	94.5%	1,089	81.4%	310	62.8%	276	66.4%	5,773	82.7%
Air	106	2.4%	164	12.3%	18	3.6%	77	18.5%	365	5.2%
Bus	58	1.3%	58	4.3%	151	30.5%	182	43.8%	449	6.4%
Rail	41	0.9%	24	1.8%	5	1.0%	45	10.8%	115	1.6%
Boat		-	1	0.1%	21	4.3%	46	11.1%	68	1.0%
Other	30	0.7%	2	0.1%	46	9.3%	91	22.0%	169	2.4%
Not Stated	2	0.0%	0	-	26	5.2%	11	2.6%	39	0.6%
TOTAL	4,335	100.0%	1,338	100.0%	494	100.0%	416	100.0%	6,978	100.0%

N/A - Question not asked.

* - Totals exceed number of visitors due to multiple types of transportation used.

TABLE 4

PERSON TRIPS/VISITS TO OTTAWA (Census Division 06)

Activities Visitors Participated In During Their Trip*, By Origin

Year: 1994

Activity	Ontario		Other Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Person Trips	4,335	162.4%	1,338	205.5%	410	415.3%	416	526.9%	6499	210.6%
Visit Friends or Relatives	1,928	44.5%	788	58.9%	115	28.1%	220	53.0%	3,052	47.0%
Attend Festival or Fair	135	3.1%	67	5.0%	56	13.7%	75	18.0%	333	5.1%
Attend Cultural Events	84	1.9%	34	2.5%	73	17.8%	73	17.6%	264	4.1%
Attend Sports Events	272	6.3%	33	2.5%	15	3.6%	45	10.8%	365	5.6%
Shopping	1,750	40.4%	311	23.2%	281	68.5%	359	86.4%	2,701	41.6%
Sightseeing	573	13.2%	326	24.4%	325	79.3%	355	85.4%	1,579	24.3%
Nightlife/Entertainment	171	3.9%	92	6.9%	77	18.7%	113	27.1%	453	7.0%
Dining at High Quality Restaurants	312	7.2%	249	18.6%	232	56.6%	215	51.7%	1,008	15.5%
Visiting a Theme Park	9	0.2%	7	0.5%	23	5.7%	96	23.2%	136	2.1%
Visit Zoo/Museum/ Natural Display	251	5.8%	199	14.9%	177	43.1%	258	62.1%	885	13.6%
Visit a National/Provincial/ Municipal Park/Historic Site	170	3.9%	162	12.1%	215	52.5%	257	61.9%	805	12.4%
Participate in Sports/ Outdoor Activities	569	13.1%	165	12.3%	86	20.9%	109	26.2%	929	14.3%
Swimming	232	5.4%	56	4.2%	52	12.7%	69	16.6%	409	6.3%
Other Water Sports	95	2.2%	13	1.0%	37	8.9%	21	5.0%	166	2.5%
Golfing	44	1.0%	6	0.4%	N/A	-	N/A	-	50	0.8%
Hunting or Fishing	6	0.1%	0	0.0%	7	1.6%	11	2.7%	24	0.4%
Cross-Country Skiing	6	0.1%	12	0.9%	2	0.5%	4	0.9%	24	0.4%
Down Hill Skiing	20	0.5%	3	0.2%	3	0.7%	7	1.6%	33	0.5%
Other Sports/Outdoor Activities	317	7.3%	154	11.5%	32	7.9%	39	9.4%	542	8.3%
Other	0	0.0%	0	0.0%	15	3.7%	9	2.1%	24	0.4%
None of the Above	816	18.8%	317	23.7%	13	3.1%	6	1.5%	1,152	17.7%

* - **Percentages do not add up to 100% because a person can participate in more than one activity**

TABLE 5
PERSON TRIPS/VISITS TO OTTAWA (Census Division 06)
Types of Accommodation Used (Overnight Trips Only)

Year: 1994

Accommodation Type*	Ontario		Other Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Person Trips/Visits	1,246	100.0%	733	100.0%	390	100.0%	403	100.0%	2772	100.0%
Only Hotel	260	20.9%	244	33.3%	247	63.4%	238	59.1%	989	35.7%
Only Motel	33	2.6%	40	5.5%	35	9.1%	30	7.5%	139	5.0%
Only Bed & Breakfast	11	0.9%	-	-		-		-	11	0.4%
Only Resort or Lodge		-		-		-		-	-	-
Only Camping or Trailer Park	25	2.0%	5	0.7%	28	7.2%	9	2.3%	67	2.4%
Only Home of Friend Or Relative	813	65.2%	372	50.8%	62	16.0%	88	21.8%	1,335	48.2%
Only Private Cottage Or Vacation Home	8	0.6%	10	1.4%	1	0.4%		-	19	0.7%
Only Commercial Cottage Or Cabin	0	0.0%	0	0.0%	0	0.1%	1	0.3%	1	0.1%
Only Other Accommodation	57	4.6%	9	1.2%		-	25	6.2%	91	3.3%
Multiple Commercial Only	0	0.0%	2	0.3%		-		-	2	0.1%
Multiple Non-Commercial Only	0	0.0%	6	0.8%		-		-	6	0.2%
Multiple Mixed Only - Commercial & Non-Commecial	23	1.8%	26	3.5%	2	0.4%	3	0.6%	53	1.9%
Commercial Unspecified	0	0.0%	0	0.0%	9	2.3%	10	2.5%	19	0.7%
Non-Commercial Unspecified	0	0.0%	0	0.0%	1	0.3%	5	1.2%	6	0.2%
Not Stated	15	1.2%	19	2.6%	7	1.8%		-	41	1.5%
ANY COMMERCIAL	330	26.5%	290	39.6%	320	82.1%	288	71.6%	1,228	44.3%
ANY NON-COMMERCIAL	821	65.9%	388	52.9%	65	16.6%	92	23.0%	1,366	49.3%

* - "Only" in each category applies to Ontario and Other Canada only.

TABLE 6
HOUSEHOLD/PARTY TRIPS TO OTTAWA (Census Division 06)
Household Income of Visitors (000's)

Year: 1994

Income Group	Ontario		Other Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Household Trips	2,750	100.0%	987	100.0%		-		-	3,737	100.0%
Under $20,000	182	6.6%	96	9.7%	N/A	-	N/A	-	278	7.4%
$20,000-$39,999	346	12.6%	125	12.7%	N/A	-	N/A	-	471	12.6%
$40,000-$59,999	523	19.0%	200	20.3%	N/A	-	N/A	-	723	19.3%
$60,000-$79,999	677	24.6%	110	11.1%	N/A	-	N/A	-	787	21.1%
$80,000 and over	333	12.1%	211	21.4%	N/A	-	N/A	-	544	14.6%
Not Stated	690	25.1%	244	24.7%	N/A	-	N/A	-	934	25.0%
Under $20,000	182	6.6%	96	9.7%	N/A	-	N/A	-	278	7.4%
$20,000-$59,999	869	31.6%	325	32.9%	N/A	-	N/A	-	1,194	32.0%
$60,000 and over	1,010	36.7%	321	32.5%	N/A	-	N/A	-	1,331	35.6%

N/A - Question not asked.

TABLE 7
PERSON TRIPS/VISITS TO OTTAWA (Census Division 06)
Respodent's Age (000's)

Year: 1994

Age Group	Ontario		Other Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Person Trips/Visits	4,335	100.0%	1,338	100.0%	494	100.0%	416	100.0%	6583	100.0%
Question Not Asked		-		-	83	16.8%		-	83	1.3%
Not Stated					76	15.4%	59	14.3%	135	2.1%
% Based on Total Responding										
Under 15	636	14.7%	120	8.9%	36	10.8%	23	6.5%	815	12.8%
15-19 Years	329	7.6%	26	1.9%	6	1.8%	12	3.4%	373	5.9%
20-24 Years	465	10.7%	35	2.6%	7	2.2%	26	7.4%	534	8.4%
25-34 Years	817	18.8%	266	19.9%	35	10.5%	72	20.1%	1,189	18.7%
35-44 Years	858	19.8%	263	19.6%	63	18.8%	65	18.3%	1,249	19.6%
45-54 Years	560	12.9%	333	24.9%	65	19.5%	73	20.4%	1,031	16.2%
55-64 Years	406	9.4%	192	14.3%	53	15.9%	52	14.5%	703	11.0%
65-69 Years	173	4.0%	44	3.3%		-		-	217	3.4%
65-74 Years		-		-	59	17.7%	29	8.2%	88	1.4%
70 or over	90	2.1%	61	4.6%		-		-	151	2.4%
75 or over		-		-	9	2.8%	5	1.3%	14	0.2%
TOTAL RESPONDING	4,335	100.0%	1,338	100.0%	334	100.0%	356	100.0%	6,364	100.0%

TABLE 8
HOUSEHOLD TRIPS/PERSON VISITS TO OTTAWA (Census Division 06)
Employment Status, Education and Respondent's Gender (000's)

Year: 1994

Classification	Ontario		Other Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Respondents	2,750	100.0%	987	100.0%	297	100.0%	333	100.0%	4367	100.0%
EMPLOYMENT STATUS										
Employed	1,951	70.9%	681	69.0%	N/A	-	N/A	-	2,632	60.3%
Unemployed	171	6.2%	35	3.5%		-		-	206	4.7%
Not in Labour Force	628	22.8%	271	27.5%	N/A	-	N/A	-	899	20.6%
55-64	122	4.4%	56	5.7%	N/A	-	N/A	-	178	4.1%
65+	158	5.7%	69	7.0%	N/A	-	N/A	-	227	5.2%
EDUCATION										
0-8 years of Schooling	53	1.9%	37	3.7%	N/A	-	N/A	-	90	2.1%
Some Secondary	438	15.9%	113	11.4%	N/A	-	N/A	-	551	12.6%
Graduated from High School	733	26.7%	73	7.4%	N/A	-	N/A	-	806	18.5%
Some Post-Secondary	191	6.9%	31	3.1%	N/A	-	N/A	-	222	5.1%
Post-Secondary Certificate	716	26.0%	323	32.7%	N/A	-	N/A	-	1,039	23.8%
University Degree	619	22.5%	410	41.5%	N/A	-	N/A	-	1,029	23.6%
RESPONDENT'S GENDER										
Male - Over 15 years	1,527	55.5%	550	55.7%	144	48.5%	166	49.8%	2,387	54.7%
Female - Over 15 years	1,223	44.5%	438	44.4%	153	51.5%	167	50.2%	1,981	45.4%

N/A - Question not asked.

TABLE 9 - PERSON TRIPS TO OTTAWA (Census Division 06)

Origin of Trip - All Juridictions, Specific CMA's Across Canada, Bordering U.S. States and Overseas Countries
('000s)

Year: 1994

Origin of Trip	Same-Day		Overnight								Total	
			Overnight - Pleasure		Overnight - Business		Overnight - Other		Overnight - TOTAL			
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
TOTAL PERSON TRIPS/VISITS - All Origins	3,812	100.0%	963	100.0%	506	100.0%	1,302	100.0%	2,771	100.0%	6,583	100.0%
TOTAL PERSON TRIPS - Ontario	3,090	81.1%	338	35.1%	130	25.7%	777	59.7%	1,245	44.9%	4,335	65.9%
TOTAL PERSON TRIPS -Other Canada	604	15.8%	161	16.7%	237	46.8%	336	25.8%	734	26.5%	1,338	20.3%
Total Domestic Person Trips	3,694	96.9%	499	51.8%	367	72.5%	1,113	85.5%	1,979	71.4%	5,673	86.2%
TOTAL PERSON VISITS* - U.S.A.	105	2.8%	238	24.7%	68	13.4%	84	6.5%	390	14.1%	494	7.5%
TOTAL PERSON VISITS* - Overseas	13	0.3%	226	23.5%	71	14.0%	105	8.1%	402	14.5%	416	6.3%
Total International Person Visits	118	3.1%	464	48.2%	139	27.5%	189	14.5%	792	28.6%	910	13.8%
Person Trips from Specific Canadian CMA's												
St. John's		-	1	0.1%	2	0.4%	1	0.1%	4	0.1%	4	0.1%
Halifax	1	0.0%		-	9	1.8%	11	0.8%	20	0.7%	21	0.3%
Saint John		-	2	0.2%		-	6	0.5%	8	0.3%	8	0.1%
Quebec City		-	8	0.8%	6	1.2%	29	2.2%	43	1.6%	43	0.7%
Sherbrooke	3	0.1%	5	0.5%	3	0.6%	12	0.9%	20	0.7%	22	0.3%
Montreal	370	9.7%	73	7.6%	124	24.5%	186	14.3%	383	13.8%	753	11.4%
Hamilton	6	0.2%	29	3.0%	4	0.8%	32	2.5%	65	2.3%	71	1.1%
Kitchener/Waterloo	5	0.1%	2	0.2%	9	1.8%	13	1.0%	24	0.9%	29	0.4%
Oshawa	2	0.1%	10	1.0%	13	2.6%	31	2.4%	54	1.9%	56	0.9%
Ottawa-Hull	887	23.3%	67	7.0%		-	153	11.8%	220	7.9%	1,107	16.8%
Ottawa (CD06)	241	6.3%	57	5.9%		-	51	3.9%	108	3.9%	349	5.3%
Toronto (CMA)	215	5.6%	109	11.3%	56	11.1%	170	13.1%	335	12.1%	378	5.7%
Toronto (CD20)	161	4.2%	63	6.5%	40	7.9%	114	8.8%	217	7.8%	549	8.3%
St. Catharines/Niagara		-	2	0.2%	2	0.4%	12	0.9%	16	0.6%	16	0.2%
Sudbury		-		-	2	0.4%	11	0.8%	13	0.5%	13	0.2%
Windsor		-		-		-	12	0.9%	12	0.4%	12	0.2%
Thunder Bay		-		-	1	0.2%	3	0.2%	4	0.1%	4	0.1%
London		-		-	5	1.0%	38	2.9%	43	1.6%	43	0.7%
Winnipeg	10	0.3%	4	0.4%	7	1.4%	3	0.2%	14	0.5%	23	0.3%
Regina		-	1	0.1%	2	0.4%	-	-	3	0.1%	3	0.0%
Saskatoon		-		-	2	0.4%	1	0.1%	3	0.1%	3	0.0%
Calgary		-	5	0.5%		-	1	0.1%	6	0.2%	6	0.1%
Edmonton		-	4	0.4%	22	4.3%	-	-	26	0.9%	26	0.4%
Vancouver		-		-	28	5.5%	5	0.4%	33	1.2%	33	0.5%
Victoria		-	6	0.6%	3	0.6%	2	0.2%	11	0.4%	11	0.2%

TABLE 9 - PERSON TRIPS TO OTTAWA (Census Division 06)

Origin of Trip - All Juridictions, Specific CMA's Across Canada, Bordering U.S. States and Overseas Countries
('000s)

Year: 1994

Origin of Trip	Same-Day		Overnight								Total	
			Overnight - Pleasure		Overnight - Business		Overnight - Other		Overnight - TOTAL			
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
TOTAL PERSON TRIPS/VISITS - All Origins	3,812	100.0%	963	100.0%	506	100.0%	1,302	100.0%	2,771	100.0%	6,583	100.0%
TOTAL PERSON TRIPS - Ontario	3,090	81.1%	338	35.1%	130	25.7%	777	59.7%	1,245	44.9%	4,335	65.9%
TOTAL PERSON TRIPS -Other Canada	604	15.8%	161	16.7%	237	46.8%	336	25.8%	734	26.5%	1,338	20.3%
Total Domestic Person Trips	3,694	96.9%	499	51.8%	367	72.5%	1,113	85.5%	1,979	71.4%	5,673	86.2%
TOTAL PERSON VISITS* - U.S.A.	105	2.8%	238	24.7%	68	13.4%	84	6.5%	390	14.1%	494	7.5%
TOTAL PERSON VISITS* - Overseas	13	0.3%	226	23.5%	71	14.0%	105	8.1%	402	14.5%	416	6.3%
Total International Person Visits	118	3.1%	464	48.2%	139	27.5%	189	14.5%	792	28.6%	910	13.8%
Person Visits from Selected U.S. Jurisdictions (by State)												
New York	72	1.9%		-		-	120	9.2%	120	4.3%	192	2.9%
Michigan		-		-		-	39	3.0%	39	1.4%	40	0.6%
Pennsylvania	6	0.2%		-		-	15	1.2%	15	0.5%	20	0.3%
Minnesota		-		-		-	2	0.2%	2	0.1%	2	0.0%
Other Border States	1	0.0%		-		-	22	1.7%	22	0.8%	24	0.4%
Person Visits from Selected Overseas Jurisdictions (by Country)												
United Kingdom	2	0.1%		-		-	66	5.1%	66	2.4%	66	1.0%
France	5	0.1%		-		-	113	8.7%	113	4.1%	118	1.8%
Germany		-		-		-	32	2.5%	32	1.2%	32	0.5%
Other Europe	3	0.1%		-		-	71	5.5%	71	2.6%	74	1.1%
Japan		-		-		-	22	1.7%	22	0.8%	23	0.3%

TABLE 10

TOURISM EXPENDITURES IN OTTAWA (Census Division 06)

By Ontario Residents, By Item of Expenditure

Year: 1994

	Public Transport*		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO OTTAWA	334,047	100.0%	74,866	100.0%	3,291	100.0%	33,212	100.0%	91,787	100.0%	14,971	100.0%	73,925	100.0%	626,099	100.0%
EXPENDITURES IN OTTAWA BY IN-COMING VISITORS (Total)			40,897	54.6%	3,291	100.0%	33,212	100.0%	91,787	100.0%	14,971	100.0%	73,925	100.0%	258,083	41.2%
By Main Purpose & Length of Stay:																
Pleasure			5,991	8.0%	354	10.8%	12,700	38.2%	35,152	38.3%	5,806	38.8%	49,303	66.7%	109,306	17.5%
Same Day			307	0.4%	41	1.2%			14,654	16.0%	2,254	15.1%	44,748	60.5%	62,004	9.9%
Overnight			5,685	7.6%	313	9.5%	12,700	38.2%	17,497	19.1%	3,552	23.7%	4,555	6.2%	44,302	7.1%
Visit Friends & Relatives			27,091	36.2%	1,475	44.8%	2,095	6.3%	20,161	22.0%	4,534	30.3%	10,987	14.9%	66,343	10.6%
Same Day			883	1.2%					4,020	4.4%	516	3.4%	5,522	7.5%	10,941	1.7%
Overnight			26,208	35.0%	1,475	44.8%	2,095	6.3%	16,141	17.6%	4,018	26.8%	5,465	7.4%	55,402	8.8%
Business/Convention			3,852	5.1%	1,456	44.2%	14,298	43.1%	25,785	28.1%	4,101	27.4%	5,751	7.8%	55,243	8.8%
Same Day			79	0.1%					16,982	18.5%	210	1.4%	3,814	5.2%	21,085	3.4%
Overnight			3,773	5.0%	1,456	44.2%	14,298	43.1%	8,804	9.6%	3,891	26.0%	1,937	2.6%	34,159	5.5%
Personal			3,962	5.3%	6	0.2%	4,120	12.4%	13,689	14.9%	530	3.5%	7,883	10.7%	30,190	4.8%
Same Day			98	0.1%	6	0.2%			10,064	11.0%	280	1.9%	7,569	10.2%	18,017	2.9%
Overnight			3,865	5.2%			4,120	12.4%	3,625	3.9%	250	1.7%	315	0.4%	12,175	1.9%
EXPENDITURES INCURRED IN OTTAWA BY ITS RESIDENTS WHILE TRAVELLING TO DESTINATIONS OUTSIDE OTTAWA	334,047	100.0%	33,969	45.4%											368,016	58.8%

* - Most of the expenditures in this category are fares paid by local residents to Canadian air carriers for international travel.

TABLE 11
TOURISM EXPENDITURES IN OTTAWA (Census Division 06)
By Other Canadian Residents, By Item of Expenditure

Year: 1994

	Public Transport		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO OTTAWA			21,458	100.0%	5,390	100.0%	66,571	100.0%	59,807	100.0%	9,134	100.0%	16,328	100.0%	178,688	100.0%
EXPENDITURES IN OTTAWA BY IN-COMING VISITORS (Total)			21,458	100.0%	5,390	100.0%	66,571	100.0%	59,807	100.0%	9,134	100.0%	16,328	100.0%	178,688	100.0%
By Main Purpose & Length of Stay:																
Pleasure			5,390	25.1%	368	6.8%	6,957	10.5%	11,075	18.5%	3,001	32.9%	3,074	18.8%	29,865	16.7%
Same Day									1,780	3.0%	343	3.8%	1,155	7.1%	3,278	1.8%
Overnight			5,390	25.1%	368	6.8%	6,957	10.5%	9,295	15.5%	2,658	29.1%	1,919	11.8%	26,587	14.9%
Visit Friends & Relatives			5,460	25.4%	82	1.5%	1,244	1.9%	12,326	20.6%	1,790	19.6%	3,903	23.9%	24,805	13.9%
Same Day									975	1.6%	83	0.9%	2,188	13.4%	3,246	1.8%
Overnight			5,460	25.4%	82	1.5%	1,244	1.9%	11,350	19.0%	1,707	18.7%	1,715	10.5%	21,558	12.1%
Business/Convention			9,308	43.4%	3,473	64.4%	55,921	84.0%	33,801	56.5%	3,304	36.2%	7,850	48.1%	113,657	63.6%
Same Day									4,383	7.3%			1,621	9.9%	6,004	3.4%
Overnight			9,308	43.4%	3,473	64.4%	55,921	84.0%	29,419	49.2%	3,304	36.2%	6,229	38.1%	107,654	60.2%
Personal			1,299	6.1%	1,468	27.2%	2,449	3.7%	2,605	4.4%	1,040	11.4%	1,501	9.2%	10,362	5.8%
Same Day									183	0.3%	5	0.1%	202	1.2%	390	0.2%
Overnight			1,299	6.1%	1,468	27.2%	2,449	3.7%	2,422	4.0%	1,035	11.3%	1,299	8.0%	9,972	5.6%

TABLE 12
TOURISM EXPENDITURES IN OTTAWA (Census Division 06)
By U.S. Residents, By Item of Expenditure

Year: 1994

	Public Transport		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO OTTAWA	5,171	100.0%	7,166	100.0%	1,614	100.0%	39,511	100.0%	25,943	100.0%	6,542	100.0%	11,967	100.0%	97,915	100.0%
EXPENDITURES IN OTTAWA SAME-DAY VISITORS (Total)	384	7.4%	378	5.3%	125	7.7%	28	0.1%	1,398	5.4%	917	14.0%	826	6.9%	4,056	4.1%
OVERNIGHT VISITORS	4,586	88.7%	6,788	94.7%	1,489	92.3%	39,483	99.9%	24,546	94.6%	5,624	86.0%	11,142	93.1%	93,658	95.7%
By Main Purpose & Length of Stay:																
Pleasure	1,057	20.4%	1,877	26.2%	343	21.3%	18,468	46.7%	12,081	46.6%	2,726	41.7%	4,290	35.8%	40,843	41.7%
Visit Friends & Relatives	198	3.8%	1,525	21.3%	64	4.0%	1,655	4.2%	3,253	12.5%	1,261	19.3%	3,192	26.7%	11,149	11.4%
Business/Convention	2,918	56.4%	3,072	42.9%	947	58.7%	17,512	44.3%	7,760	29.9%	1,364	20.8%	3,011	25.2%	36,582	37.4%
Personal/Other	414	8.0%	314	4.4%	135	8.4%	1,848	4.7%	1,451	5.6%	273	4.2%	648	5.4%	5,083	5.2%
EXPENDITURES INCURRED IN OTTAWA BY VISITORS WHILE TRAVELLING TO DESTINATIONS OUTSIDE OTTAWA	201	3.9%													201	0.2%

TABLE 13
TOURISM EXPENDITURES IN OTTAWA (Census Division 06)
By Overseas Residents, By Item of Expenditure

Year: 1994

	Public Transport		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO OTTAWA	24,501	100.0%	11,988	100.0%	2,618	100.0%	40,900	100.0%	28,699	100.0%	12,131	100.0%	34,488	100.0%	155,325	100.0%
EXPENDITURES IN OTTAWA SAME-DAY VISITORS (Total)	200	0.8%	1	0.0%	23	0.9%			2	0.0%	1	0.0%	2	0.0%	228	0.1%
OVERNIGHT VISITORS	22,759	92.9%	11,987	100.0%	2,595	99.1%	40,900	100.0%	28,697	100.0%	12,130	100.0%	34,486	100.0%	153,555	98.9%
By Main Purpose & Length of Stay:																
Pleasure	5,394	22.0%	4,279	35.7%	615	23.5%	15,106	36.9%	10,424	36.3%	4,870	40.1%	11,386	33.0%	52,074	33.5%
Visit Friends & Relatives	6,185	25.2%	3,531	29.5%	705	26.9%	4,731	11.6%	7,308	25.5%	4,018	33.1%	12,261	35.6%	38,739	24.9%
Business/Convention	10,508	42.9%	3,770	31.4%	1,198	45.8%	19,313	47.2%	10,033	35.0%	2,614	21.5%	9,482	27.5%	56,918	36.6%
Personal/Other	673	2.7%	407	3.4%	77	2.9%	1,750	4.3%	933	3.3%	627	5.2%	1,357	3.9%	5,825	3.8%
EXPENDITURES INCURRED IN OTTAWA BY VISITORS WHILE TRAVELLING TO DESTINATIONS OUTSIDE OTTAWA	1,542	6.3%													1,542	1.0%

TABLE 14
TOURISM EXPENDITURES IN OTTAWA (Census Division 06)
Visitors from All Origins, By Item of Expenditure

Year: 1994

	Public Transport		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO OTTAWA	363,719	100.0%	115,478	100.0%	12,913	100.0%	180,194	100.0%	206,236	100.0%	42,778	100.0%	136,708	100.0%	1,058,026	100.0%
EXPENDITURES IN OTTAWA BY IN-COMING VISITORS (Total)	29,672	8.2%	81,509	70.6%	12,913	100.0%	180,194	100.0%	206,236	100.0%	42,778	100.0%	136,708	100.0%	690,010	65.2%
By Main Purpose & Length of Stay: Note: "Same day" covers Canadian residents only, while "Overnight" covers ALL origins																
Pleasure	6,451	1.8%	17,537	15.2%	1,680	13.0%	53,231	29.5%	68,732	33.3%	16,403	38.3%	68,053	49.8%	232,087	21.9%
Same Day	-		307	0.3%	41	0.3%	-		16,434	8.0%	2,597	6.1%	45,903	33.6%	65,282	6.2%
Overnight	6,451	1.8%	17,231	14.9%	1,639	12.7%	53,231	29.5%	49,297	23.9%	13,806	32.3%	22,150	16.2%	163,805	15.5%
Visit Friends & Relatives	6,383	1.8%	37,607	32.6%	2,326	18.0%	9,725	5.4%	43,048	20.9%	11,603	27.1%	30,343	22.2%	141,035	13.3%
Same Day	-		883	0.8%	-		-		4,995	2.4%	599	1.4%	7,710	5.6%	14,187	1.3%
Overnight	6,383	1.8%	36,724	31.8%	2,326	18.0%	9,725	5.4%	38,052	18.5%	11,004	25.7%	22,633	16.6%	126,847	12.0%
Business/Convention	13,426	3.7%	20,002	17.3%	7,074	54.8%	107,044	59.4%	77,379	37.5%	11,383	26.6%	26,094	19.1%	262,402	24.8%
Same Day	-		79	0.1%	-		-		21,365	10.4%	210	0.5%	5,435	4.0%	27,089	2.6%
Overnight	13,426	3.7%	19,923	17.3%	7,074	54.8%	107,044	59.4%	56,016	27.2%	11,173	26.1%	20,659	15.1%	235,315	22.2%
Personal	1,087	0.3%	5,982	5.2%	1,686	13.1%	10,167	5.6%	18,678	9.1%	2,470	5.8%	11,389	8.3%	51,459	4.9%
Same Day	-		98	0.1%	6	0.0%	-		10,247	5.0%	285	0.7%	7,771	5.7%	18,407	1.7%
Overnight	1,087	0.3%	5,885	5.1%	1,680	13.0%	10,167	5.6%	8,431	4.1%	2,185	5.1%	3,619	2.6%	33,054	3.1%
SAME-DAY International Visitors	584	0.2%	379	0.3%	148	1.1%	28	0.0%	1,400	0.7%	918	2.1%	828	0.6%	4,285	0.4%
EXPENDITURES INCURRED IN OTTAWA BY ITS RESIDENTS WHILE TRAVELLING TO DESTINATIONS OUTSIDE OTTAWA	334,047	91.8%	33,969	29.4%	-		-		-		-		-		368,016	34.8%
BY INTERNATIONAL VISITORS WHO COME TO OTTAWA BUT DO NOT VISIT	1,743	0.5%													1,743	0.2%